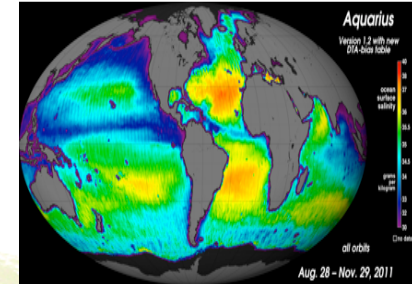
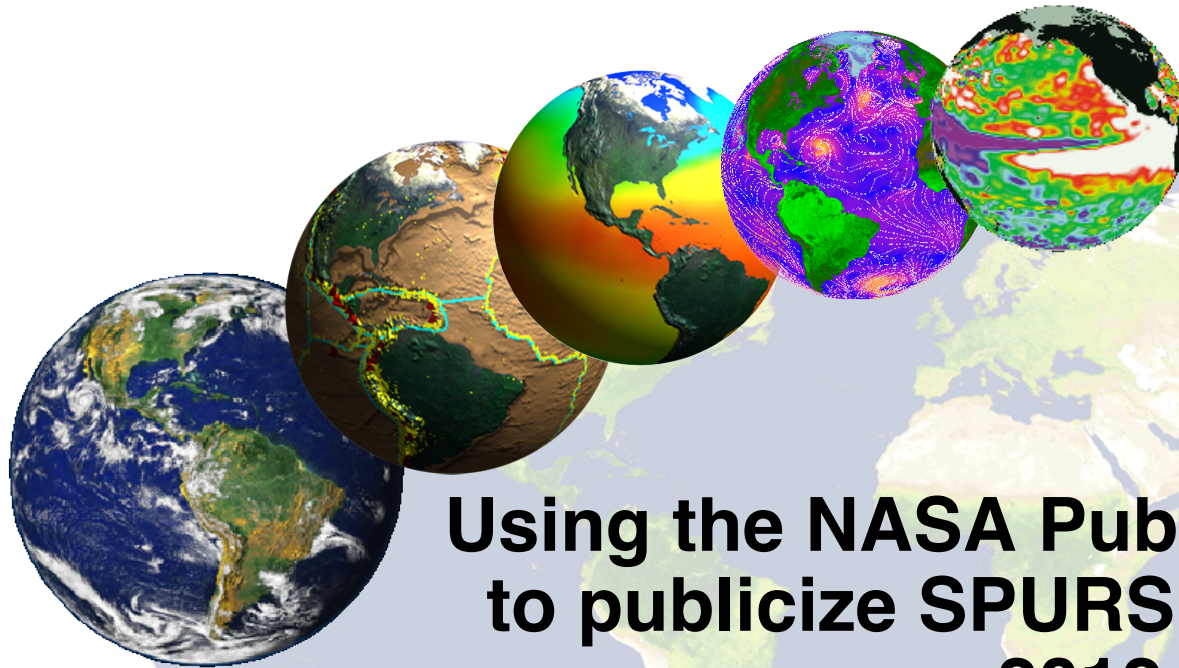


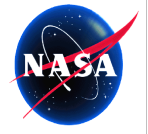


Media and Outreach Plan for SPURS



**Using the NASA Public Affairs Office
to publicize SPURS and Aquarius in
2012-13**

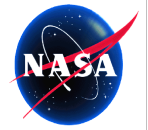
**Eric Lindstrom
NASA Science Mission Directorate
Earth Science Division
18 February 2012**



Outreach for the SPURS Field Campaign

Objectives

- Regular media releases coordinated with partners (e.g. UW, WHOI, NOAA, SIO)
- Shipboard blog created by NASA (<http://blogs.nasa.gov>)
- Shipboard webchats with media and public
- Archive of events for the entire SPURS field program
- Take full advantage of broad audience of NASA.GOV and “The Earth Observer” at NASA GSFC



Implementation of the SPURS Outreach Plan

- Regular SPURS media planning telecons will begin in February.
- Details of outreach activities to be developed during telecon series.
 - Media teleconference before Knorr leaves Woods Hole
 - Coverage of cruise on NASA.gov
 - Onboard reporter (Eric Lindstrom)
 - Regular shipboard blog created by NASA
 - Real-time interaction between SPURS scientists and media
- Assignments at NASA:
 - Patrick Lynch (NASA Goddard) – Lead PAO planning with all interested partners with support from Alan Buis (NASA JPL) and Steve Cole (NASA HQ)
 - Eric Lindstrom – Lead scientist for SPURS Outreach and producer for SPURS Blog at NASA.gov